

## No-Rim-Cut Tires

(10 Per Cent Oversize)

Last Year's Sales  
409,000 Tires

Consider that fact, Mr. Tire Buyer. Enough of these tires sold last year alone to completely equip 102,000 cars.

More sold in one year than in the previous 12 years put together.

Think how tire users—by the tens of thousands—are coming to these patented tires.

That, Mr. Tire Buyer, is the result of experience. Men have proved that these tires cut their tire bills in two.

Men want oversize tires—want tires that can't rim-cut—when they cost no extra price.

By far the most popular tire today is the Goodyear No-Rim-Cut tire.

## 127 Leading Makers Adopt Them

We have contracts this year for Goodyear tires from 127 leading motor car makers.

We had 64 in 1911.

Note how motor car makers—the men who know best—have come to these premier tires.

The demand from users, in the past two years, has increased by 500 per cent.

**800,000 Sold**

Men wisely waited, when these tires were new, to watch the results of experience.

But today, there are tens of thousands of motor car owners who know what these tires will do.

Over 800,000 have been tested out. And the verdict is this:

More Goodyear No-Rim-Cut tires are sold than of any other tire in existence.

That answers all questions.

Men who now cling to old-type tires simply don't know the new.

**The Saving**

No-Rim-Cut tires make rim cutting impossible.

With old-type tires—the clincher type—statistics show that 23 per cent of all ruined tires are rim-cut.

When such tires are punctured, they are often wrecked in one block.

Then No-Rim-Cut tires are made 10 per cent oversize.

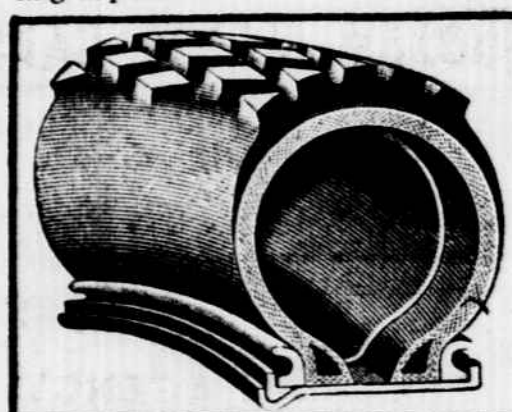
The actual oversize, measured by air capacity, was lately found to average 16.7 per cent over five other leading makes.

Even 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

These two features together—No-Rim-Cut and oversize—have been amply proved to cut tire bills in two.

Yet these patented tires now cost no more than other standard tires. All that is necessary is to simply insist on them.

Our new Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.



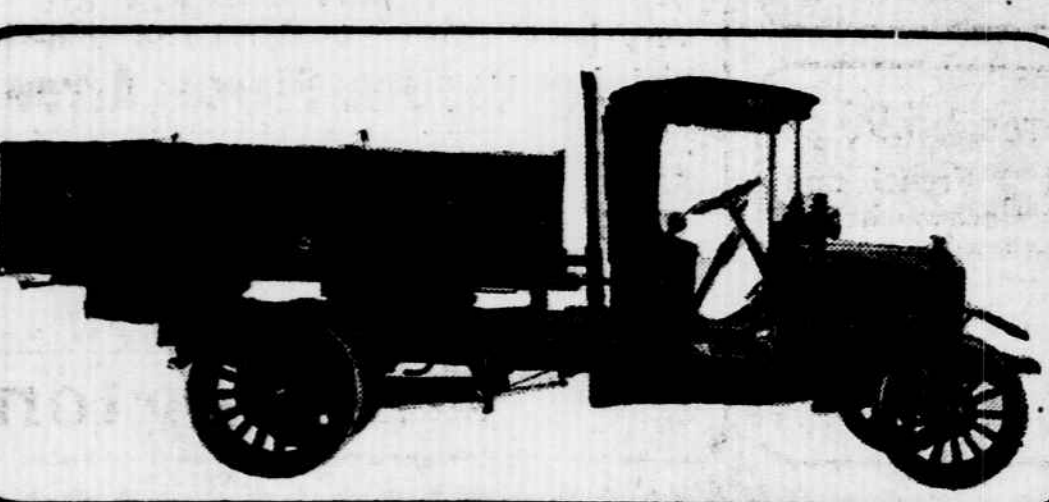
**GOODYEAR**  
No-Rim-Cut Tires

With or Without  
Double-Thickness Non-Skid Treads

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio  
Washington Branch, 1026 Connecticut Avenue

## Pierce-Arrow

### Commercial Cars.



The WORM-GEAR DRIVE of the Pierce-Arrow, developed after five years of constant experimenting, means the greatest economy, freedom from chains and their troubles, efficiency and silence in running.

Chassis Complete, \$4,500. F.O.B. Buffalo

The Cook & Stoddard Co.

Tel. Main 7428 1313 H Street N.W.

### New Self-Starting

## HUDSON "33"

WE INVITE YOUR CLOSEST INSPECTION.

**\$1,600**

FULLY EQUIPPED (NO EXTRAS)

PRESENT CONDITIONS AT THE FACTORY INDICATE THAT THE DEMAND FOR THIS POPULAR CAR WILL BE 3,000 IN EXCESS OF THE TOTAL AVAILABLE SUPPLY.

We Can Book Your Order Now and Guarantee Prompt Delivery.

Storm Motor Car Company.

1012 14th Street N.W., Adjoining Cochran Hotel.

Phone 7006 Main.

## MOTORING

(Continued from Fourteenth Page.)

ability of purchasing additional apparatus to be placed in service in the suburban towns within the corporation limits.

Catonville, Md., a popular suburb of Baltimore, recently bade farewell to the horse-drawn fire engine, which was transferred to the engine house at Towson, Md.

In its place a new seventy-horsepower automobile fire engine has been installed. The engine is capable of making sixty miles an hour, and has a pumping capacity of 500 gallons of water a minute.

This is the second automobile engine in the county service.

Indianapolis, Ind., recently invested approximately \$25,000 in motor fire apparatus. This amount will probably be doubled within the next year for motor equipment. The chief of the fire department of that city, in speaking of the value of the automobile fire engine, has this to say:

"The auto as a fire engine is so much superior to the old-fashioned wagon and horses that there is but one side to the question. In every instance, in every detail, the gasoline-driven wagons have proved themselves as more economical, safer and more efficient than the other."

In the first place the auto is faster. Speed is the measure by which the efficiency of the fire engine is judged. The auto engines go from twenty to thirty miles an hour while answering a call. The horse teams cannot make this speed. We figure that the auto covers four times as much ground on a call as the horse-drawn vehicle. When the alarm first reaches the engine house a number of the most precious moments in fire fighting are consumed harnessing up horses. The auto engine, kept in fine condition during the leisure hours by the firemen, is ready on the minute to start. It is very much easier to control the machine than it is the horses. I don't believe there is a fireman working for the city who could not learn to drive a motor engine to a fire at nearly top-notch speed. To drive a three-horse team of fire horses it takes knock, nerve and experience. Even with these qualifications it is a difficult task. The horses run shy and are apt to stumble. An auto, not so noisy and by its superior speed it increases the efficiency of the department 50 per cent.

Also show the extent of the automobile engine building business, at the recent exhibition of the apparatus at Atlantic City, where there was hardly an exhibit of apparatus pulled by horses. The interest of the large delegation of fire chiefs at the convention was centered in the automobile exhibit.

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but that their owners are not satisfied unless they have the latest model, and are willing to pay the price to keep up with the annually shifting automobile procession.

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The long period of cold weather in the north cities has brought out a large number of motor sleds of a more or less ingenious type. Up to date the palm for originality must be accorded to Frank B. Willis of Indianapolis, whose sled is not only the most ample in size but also the most sensational in deeds and appearance.

Mr. Willis started out by equipping his Flanders "40" with runners in front, instead of wheels. He had a lot of fun with this rig, and cast about to make his vehicle more commodious.

He secured an extra Flanders body of the Suburban type, front axle attached, and joined it to his own car, back to back. The extra rear end was mounted on runners and coupled to a steering device. This allowed the rig to be whisked around city streets on the same principle as a hook and ladder truck. Five seats were mounted on the peculiar body.

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A 1912 Thompson torpedo touring car was delivered Thursday to George Zinn, a prominent resident of Orange, Va.

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The latest motorist to receive their 1912 self-starting Cadillac cars are Oliver Rickelson, a five-passenger touring car, and W. G. Hill, a four-passenger touring car, deliveries being made during the past week.

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Banks throughout the United States are carefully studying the movement for better roads, and many of them have made inquiry of the American Association for Highway Improvement, which is the Washington clearing house for the road movement in the United States, for information relating to the methods of financing road improvement in various sections of the country, and the effect of such improvement on values.

Many old calculations based upon values in various sections have been completely upset by the good roads movement. Leo McClung, treasurer of the United States Association of Highway Improvement, in an interview explains why the road movement is attracting the close attention of financial institutions. "Last year," said Mr. McClung, "the expenditures for road improvement aggregated \$142,000,000 in the several states, largely by the great outlay was represented by state, county and township bonds. Financial institutions, in need of improvements, constitute excellent investments. It is quite evident that bankers should be in the movement not merely for better roads, but also for such efficient road administration as will prevent wastefulness."

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Washington last week appointed sub-agents for the Marathon line for 1912 at Cambridge, Mass., Portsmouth, Va., Petersburg, Va., and Wheeling, W. Va.

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C. R. Erkman, eastern sales manager for the Detroit electric lines, and H. L. Davidson, of the Edison Storage Battery Company, were visitors at the National Capital for a few days last week. While here they were the guests of Emerson & Orme.

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W. K. Hadley, sales manager for the Marion Motor Car Company, was in the city last week on his way to Norfolk, Va., to arrange for an exhibit at the auto show to be given there March 1.

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An Oakland "40" Sociability roadster was delivered yesterday to Dr. J. B. Bayne, and a touring car of the same make to J. R. Bowling. A 1912 six-cylinder Oldsmobile Limited was also delivered last week to J. F. Schutt, with full touring equipment.

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The non-stop Warren car, which is attempting to break the 10,000-mile non-stop record, has so far covered 4,000 miles, with the car running in fine trim. The roads and weather at Oakland, Cal., where the contest is taking place, are reported excellent.

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The recent heavy snow, which played such havoc with horse-drawn vehicles, resulted in the motor truck business of Washington taking on an air of activity. A number of sales of motor trucks were reported. The real reason for the revival of the horse-drawn wagon under such trying conditions, not to mention the efficient service rendered by the motor truck, is rapidly becoming a motor truck center, and ere long it is expected that several new agencies handling various size trucks for all branches of business will be opened and organized for business.

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That 1912 will be featured in the motor industry by a tremendous growth in popularity for light delivery vehicles is a fact of which the manufacturers are rapidly becoming aware.

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Retail merchants in many lines appear to have become suddenly converted to the belief that the horse is inferior in many conditions to the light motor car, and are replacing the "hay motors" with the gasoline-propelled article. Their preference is notably for established makes that have made good in passenger service and public competitions. Especially they show a leaning toward the light, economical, sturdy type which consumes a small amount of supplies and still "delivers the goods."

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With the wonderfully rapid acceptance of the economy of commercial trucks comes the necessity of providing safeguards against delays and repairs to the motorist. The most serious of these is the two-thirds of motor troubles are caused by improper lubrication. The motor of a commercial truck does heavy duty all its life. It must necessarily have wearing qualities and those wearing qualities cannot exist without the most perfect lubrication. Operators of motor trucks are inclined to underestimate the attention of motor needs. There is not the same pride of appearance as with the passenger car, and the operator of a truck is apt to suffer from neglect.

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This makes it all the more necessary to insure as far as possible against engine trouble. The surest and best insurance is the proper selection of lubricating oil.

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In all, it is now known that fully eighty cities will be represented officially during the second week of the show. February 5 to 10, when only commercial and industrial machines will be on exhibition, following immediately after the week's

**SELF-STARTING**

# PULLMAN

**4-40—With Self-Cranking—4½x5½ MOTOR**  
**FOUR-SPEED FORWARD TRANSMISSION**

122-inch wheel base; Bosch magneto; complete electric lighting system, including MOTOR GENERATOR and STORAGE BATTERY; DEMOUNTABLE RIMS; 30 in. x 4 in. tires; top complete; top boot, riddlehead, speedometer, horn, set of tools, and a complete tool box, robe and coat rail, foot rail, pump, jack and repair kit. .... **\$2,150**

**6-60—With 6-Cyl. 4½x5½ Motor, \$2,750 Complete.**

**PULLMAN AGENCY, 1222 H St. N.W.**  
Telephone Main 6315.

they claim there is absolutely no difference between it and the usual type of tire.

It is rumored that the manufacturers of the Mitchell car have secured the exclusive American rights, and that a factory for its manufacture will be erected at Racine, Wis., in the near future.

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There are only a few technical facts which it is really important for the motorist to know in connection with the acquiring of a new machine. Among them are the timing of the valves and the setting of the magneto armature and circuit.

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Exhibition building and salesroom, North Capitol street and Massachusetts avenue, N.W., Washington, D. C. See me here about a "Pruden System" Portable Garage.

C. N. BUCKLAND, Sales Agent.

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## Don't Believe Other Makers When They Tell You You Can't Get Flanders "4" Motorcycles

SINCE OUR LAST announcement, in which we warned buyers that unless orders were in soon there would be serious delays in getting Flanders "4's," competitors have been busy distorting the facts and circulating stories to the effect that you cannot get these machines at all.

FIRST THEY TRY every argument they can think of or invent to prove that we can't afford to sell as good a motorcycle for \$175, magneto included, as they have been asking \$200 to \$250 for.

THAT LINE OF TALK falls flat, of course, in most cases. The customer replies that since the name of Walter E. Flanders is back of the product and on the guarantee, the buyer need not worry.

THEN COMES THIS CLINCHER: "Well, let's admit—that the Flanders '4' is a first-class, high-grade machine—just as good as you can get elsewhere for \$50 to \$75 more. We believe Flanders will go broke selling such a machine—magneto included—at the price he does. But that doesn't interest you—if you can get one at that price you don't care about Flanders' end of it."

BUT YOU CAN'T GET a Flanders—they are heavily oversold—if you order now, you may have to wait till next fall—it's remarkable how foolish buyers are over that machine and the Flanders reputation. We know they have thousands more orders than they can fill—and a lot more to the same effect.

NOW YOU CAN EASILY SEE thru that argument. When all else fails, they try to convince you you can't get a Flanders and hope thereby to induce you to buy their machine at a higher price.

NOW THE REAL FACTS are these: We have a lot of orders ahead—thousands of them. You can't order a Flanders "4" on Monday and get it Tuesday. But you can get it within three weeks at the outside—and if your local dealer is alive and has his advance specifications in, he may be able to give you a Flanders "4" within ten days to two weeks.

REMEMBER, WE HAVE the largest factories in the whole world devoted to the manufacture of motorcycles. We make only one model. So you see a thousand orders are no more to us than a hundred to the next largest manufacturer—or ten to some of them.

SO DON'T BELIEVE THEM when they tell you it is impossible to get a Flanders "4"—see our local dealer or write the factory direct, and we will give you exact date and definite guarantee of delivery of your machine.

AT THE SAME TIME let us repeat, and emphasize the fact, that if you want one of these sterling motorcycles for spring use, it isn't safe to wait, for the demand is increasing rapidly and by March or April we may be so heavily oversold we will have to decline your order.

SEE THE DEALER TODAY—or write the factory